

Message Text

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ACTION ARA-14

INFO OCT-01 ISO-00 EB-08 /023 W
-----002979 071835Z /47

R 071737Z SEP 78
FM AMEMBASSY MEXICO
TO AMCONSUL BELIZE
AMEMBASSY BOGOTA
AMCONSUL CALI
AMEMBASSY CARACAS
AMEMBASSY GUATEMALA
AMCONSUL GUAYAQUIL
AMEMBASSY MANAGUA
AMCONSUL MARACAIBO
AMCONSUL MEDELLIN
AMEMBASSY PANAMA
AMEMBASSY QUITO
AMEMBASSY SAN JOSE
AMEMBASSY SAN SALVADOR
AMEMBASSY TEGUCIGALPA
USCONS MEXICO POUCH
INFO SECSTATE WASHDC 2509
USDOC WASHDC

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FOR WELCH, BED/OIM

E.O. 11652:N/A
TAGS.: BEXP,MX
SUBJECT: END OF SHOW REPORT:QUIMEQUIPO '78: CHEMICAL
PETROCHEMICAL EQUIP. EXH.

1. NAME OF EVENT: QUIMEQUIPO '78
 2. PLACE & DATES: U.S. TRADE CENTER, MEXICO CITY, AUG. 29
SEPT. 1, 1978
 3. PARTICIPANTS: 36 (NTM-28, OTM-8)
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- 3A. EXHIBITORS: 47 (NTM-35, OTM-12)
4. FLOOR SLS. AT EXH., INCLUDING DOLLAR VALUE OF
MERCHANDISE TURNED OVER TO AGENTS & DISTS.: \$31,480 (NTM-\$
31,480, OTM-\$0)
5. EXPECTED TO BE SOLD OVER PERIOD OF NEXT 12 MOS. AS
RESULT OF THIS EXH.: \$26,319,000 (NTM-\$14,909,000, OTM-\$
11,410,000)

6. COS. SEEKING REPS.: 11
7. REPS. SIGNED: NONE
8. REPS. EXPECTED TO BE SIGNED DURING NEXT 12 MOS.:
17
8A. LEADS: 90
9. COS. SEEKING JOINT VENTURES OR LICENSEES: NONE
10. JOINT VENTURES OR LICENSEES SIGNED: NONE
10A. JOINT VENTURES OR LICENSEES EXPECTED TO BE SIGNED
DURING NEXT 12 MOS.: NONE
10B. LEADS: NONE
11. SLS. LEADS: 1,925 (NTM-1,416, OTM-509)
12. REGISTERED ATTENDANCE: 827 PRELIMINARY
13. MARKETING OBJECTIVES SUMMARY:
A. FIRMS FULLY ACHIEVING PRIMARY MARKETING OBJECTIVES: 32
B. FIRMS PARTIALLY ACHIEVING PRIMARY MARKETING OBJECTIVES:
15 (NTM-14, OTM-1)
C. FIRMS FAILING TO ACHIEVE PRIMARY MARKETING OBJECTIVES:
NONE (NTM-0, OTM-0)

14. COMMENTS:
A. QUIMEQUIPO '78 WAS THE TRADE CENTER'S THIRD CHEMICAL
& PETROCHEMICAL INDUSTRY EQUIP. EXH. IN ITS SIX YEAR
HISTORY. DESPITE THE RATHER LOW ATTENDANCE OF 827, WHICH
WAS DUE IN LARGE PART TO THE EXTREMELY LATE MAILING OF
THE SHOW CAT., ALMOST ALL OF THE 47 EXHIBITORS WERE VERY
PLEASED WITH THE RESULTS OF THE EXH. IN GENERAL, EXHIBITORS
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FELT THAT THEY HAD SEEN THE RIGHT PEOPLE. THEY ALL AGREED
THAT THE MEXICAN MARKET HOLDS TREMENDOUS POTENTIAL FOR
EQUIP. FOR THE CHEMICAL INDUSTRY, & THE OPINION
WAS WIDESPREAD THAT WE SHOULD HOLD ANOTHER SUCH EXH.
WITHIN A YEAR OR TWO.

THE OPENING NIGHT RECEPTION WAS PROBABLY THE HIGHLIGHT OF
THE ENTIRE EXH. WITH 337 INVITED GUESTS CROWDING THE
AISLES FOR OVER 3 HRS. JOHN CAMPBELL, MKTG. MGR. FOR BIRD
MACHINE CO., INC. (OTM), TOLD THE TC PROMOTION OFFICER
AFTER ONLY THE FIRST HOUR OF THE RECEPTION THAT WE COULD
CLOSE THE EXH. AFTER THE RECEPTION BECAUSE HE HAD
ALREADY SEEN AS MANY VISITORS AS HE EXPECTED TO SEE
DURING THE ENTIRE EXH. HE ADDED, "NOW I KNOW MY TAX DLLS.
ARE BEING WELL SPENT." AS EXPECTED, OFF THE FLOOR SLS.
WERE VERY LOW DUE TO THE TYPE OF EQUIP. BEING EXHIBITED,
BUT THE PROJECTED 12 MO. SLS. FIGURES OF OVER \$26 MILLION
GIVE A GOOD INDICATION OF THE STRENGTH OF THIS MARKET.
ANOTHER INDICATION IS THE LARGE NUMBER OF SLS. LEADS., OVER
1,900. ALL OF THE 11 FIRMS SEEKING REPRESENTATION
INDICATED THAT THEY EXPECTED TO SIGN AT LEAST ONE
REPRESENTATIVE DURING THE NEXT YEAR. HOWEVER, NO REPS.

WERE SIGNED DURING THE EXH. SINCE NONE OF THE EXHIBITORS
WAS SEEKING EITHER LICENSING AGREEMENTS OR JOINT
VENTURES, NONE WAS SIGNED.
THANKS TO THE EXHIBITORS FROM THE FARREL CO. THE FINAL
EVENING WAS ALMOST AS EXCITING AS THE OPENING NIGHT
RECEPTION. THEY HIRED A SEVEN PIECE MARIACHI BAND TO
SERENADE THE EXHIBITORS & OUR GUESTS. THUS, THE
EXH. CLOSED ON A FESTIVE NOTE.

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B. SUCCESS STORIES:

1. RICHARD DAVIES, INT'L. SLS. MGR. FOR CIRCLE SEAL
CONTROLS, ANAHEIM, CA. (NTM), USED THE EXH. TO INTRODUCE
HIS NEW AGENT. HE COLLECTED 85 SLS. LEADS, & HE FELT THE
EXH. GAVE HIM A GOOD OVERVIEW OF THE MARKET & MANY GOOD
CONTACTS. (CLEARED FOR PUBLICATION).
2. WILLIAM HENRY, PRES. OF MUESCO, INC., HOUSTON, TX.,

USED THE EXH. TO INTRODUCE THREE OF MUESCO'S
SUBSIDIARIES TO THE MEXICAN MARKET. IN ALL, HE EXPECTS TO
REALIZE \$280,000 IN SLS. OVER THE NEXT 12 MOS. & TO
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SIGN EIGHT REPRESENTATIVES. FOR ALL THREE FIRMS, THIS WAS
THEIR FIRST PENETRATION OF THE MEXICAN MARKET. MR. HENRY'S
COMMENTS ABOUT THE EXH. WERE: "EXCELLENT - GOOD RESEARCH
& PLANNING-FACILITIES WELL RUN." (CLEARED FOR PUBLICATION).

3. GUS KOLOZS, PRES. OF TRI INT'L., INC., HOUSTON, TX.
(NTM), PROJECED \$10 MILLION IN SLS. OVER THE NEXT 12 MOS.
FOR WYATT INDUSTRIES WHICH HE REPRESENTED IN THE EXH.
(CLEARED FOR PUBLICATION).

4. KANYR VALVES, INC. OF GLENS FALLS, NY. (NTM), EXPECTS
TO SIGN A REP. & TO REALIZE \$300,000 IN SLS. AS A RESULT
OF THE EXH. W.W. BOWLER, KANYR'S SLS. MGR., WROTE "VERY
GOOD - ACTIVITY WAS SIMILAR TO THAT OF LARGER U.S. SHOWS".
(CLEARED FOR PUBLICATION).

5. FOR GROTH EQUIP. CORP., HOUSTON, TX. (NTM), THIS WS
THEIR FIRST PENETRATION OF THE MEXICAN MARKET. THEIR
PARTICIPATION RESULTED IN PROJECTED SLS. OF \$80,000, &
THEY EXPECT TO SELECT A REP. SOON FROM THE SEVEN REPS.
THEY MET DURING THE EXH. GROTH'S SLS. ASSISTANT, TONY
ZALDIVAR, WROTE "WE BELIEVE WE CANNOT SAY
ENOUGH GOOD THINGS ABOUT THE SHOW. LET'S DO IT AGAIN".
(CLEARED FOR PUBLICATION).

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Subject: END OF SHOW REPORT:QUIMEQUIPO \78: CHEMICAL PETROCHEMICAL EQUIP. EXH.
TAGS: BEXP, MX
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vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/f2026956-c288-dd11-92da-001cc4696bcc
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